

New Business Profile

Theodore and Company at Millbrook Marketplace

By Lizzie O'Keeffe
Clipper Intern



Owners Kate McCusker Rosenberg, left, and Paula McCusker moved Theodore and Company to Duxbury in April 2017.

Photos by Lizzie O'Keeffe,
Clipper Intern

There is a new addition to the collection of shops and restaurants in Millbrook Market here in Duxbury: Theodore and Company, owned by Kate McCusker Rosenberg and Paula McCusker.

Theodore and Company's story begins over three decades ago, when the interior design firm was established by Rosenberg's stepfather, Benn Theodore, in the early 1980s. Before she became involved with the company, Rosenberg worked in the design industry in London. She then returned to Boston, where she went to graduate school at the New England School of Art and Design in order to work for her stepfather. When Theodore passed on, Rosenberg and her mother Paula took over, continuing to run the company on Beacon Hill. When Rosenberg got married last year, she decided it was time to close up the Beacon Hill storefront and move down to Duxbury with her husband.

"[Theodore and Company] work[s] across the country, so our office can be where we are," Rosenberg explained. "I figured, why not be a part of the community I live in now?"

Theodore and Company offers a wide variety of services. The front end of the store is what Rosenberg refers to as the "lifestyle store." There, customers can browse everything from tote bags and jewelry to decor items such as throw pillows and vases. The store itself is airy and bright, and the carefully curated pieces set a summery tone.

"We'll be changing the backgrounds of the space, so the identity of the store will change several times a year," Rosenberg said. "We rotate [new pieces] in quite frequently, especially since we're a smaller space."

Theodore and Company also offers interior design services.

"We design homes for our clients from the ground up," Rosenberg said.

The company covers floor plans and fabric schemes, as well as designing furniture, cabinets and more. "We're a custom design firm, so we handle everything from door knobs to artwork," she said. "Art selection is a big part of a space, and we always like to have a piece of art that the space is built around, especially with new clients."

Rosenberger said she and her mother are very passionate about interior design. "We really enjoy working on many types of projects," she said. "We don't have one distinct look — what we offer is an individual program for each client."

Rosenberger explained that because Theodore and Company is a custom design firm, she works to tailor every project to the home, the location and what the client wants. "However, the hallmarks of our firm are always apparent," she said. "You can tell it is a Theodore and Company project in terms of the details, the color combinations and the integration of artwork and accessories, as well."